



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

[www.wsfa.com](http://www.wsfa.com)

And:

**Canal Partners Media**  
**1027 33rd Street NW, Suite 140**  
**Washington, DC 20007**

# CONTRACT

<u>Contract / Revision</u> 1847589 /		<u>Alt Order #</u> 08853849
<u>Product</u> DOUG JONES FOR SENAT		
<u>Contract Dates</u> 11/08/17 - 11/14/17		<u>Estimate #</u> 5092
<u>Advertiser</u> POL/Jones, Doug/D/Senate		<u>Original Date / Revision</u> 11/10/17 / 11/10/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSFA	<u>Account Executive</u> Ryan Eddins	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u> .		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> TV13041	<u>Advertiser Code</u> 836	<u>Product 1/2</u> 967
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WSFA	11/13/17	11/13/17	ALABAMA LIVE @ 11A	11-1130Am		1:00			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/13/17	11/19/17	1-----	1			\$60.00				
2	WSFA	11/10/17	11/10/17	WSFA 12 News at Noon	12-1230pm		1:00			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/06/17	11/12/17	----1--	1			\$200.00				
3	WSFA	11/14/17	11/14/17	WSFA 12 News at Five	5-530pm		1:00			NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/13/17	11/19/17	-1-----	1			\$370.00				
4	WSFA	11/08/17	11/08/17	WSFA 12 News at Five	5-530pm		1:00			NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/06/17	11/12/17	--1----	1			\$370.00				
5	WSFA	11/09/17	11/09/17	WSFA 12 News at Five	5-530pm		1:00			NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/06/17	11/12/17	---1---	1			\$370.00				
6	WSFA	11/10/17	11/10/17	WSFA 12 News at Five	5-530pm		1:00			NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/06/17	11/12/17	----1--	1			\$370.00				
7	WSFA	11/14/17	11/14/17	WSFA 12 News at Six - MF	6-630pm		1:00			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/13/17	11/19/17	-1-----	1			\$700.00				
8	WSFA	11/08/17	11/08/17	WSFA 12 News at Six - MF	6-630pm		1:00			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/06/17	11/12/17	--1----	1			\$700.00				
9	WSFA	11/14/17	11/14/17	WSFA 12 News at Ten - MF	10-1035pm		1:00			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/13/17	11/19/17	-1-----	1			\$550.00				
10	WSFA	11/08/17	11/08/17	WSFA 12 News at Ten - MF	10-1035pm		1:00			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
1847589 /	08853849

Contract Dates	Product	Estimate #
11/08/17 - 11/14/17	DOUG JONES FOR SEN	5092

Advertiser	Original Date / Revision
POL/Jones, Doug/D/Sena	11/10/17 / 11/10/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--1----				1	\$550.00			
11	WSFA	11/09/17	11/09/17	WSFA 12 News at Ten - MF	10-1035pm		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---1---				1	\$550.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WSFA	11/06/17-11/12/17		WSFA 12 News at Ten - MF	10-1035pm	----Th-----	1:00		<del>\$550.00</del>	NM		
Credited												
12	WSFA	11/08/17	11/08/17	ALABAMA LIVE @ 11A	11-1130Am		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--1----				1	\$60.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WSFA	11/06/17-11/12/17		ALABAMA LIVE @ 11A	11-1130Am	---W-----	1:00		<del>\$60.00</del>	NM		
Credited												
13	WSFA	11/13/17	11/13/17	The Voice	7-9pm		1:00			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	1-----				1	\$1,200.00			
14	WSFA	11/11/17	11/11/17	WSFA 12 News at Six-Sat	Sa 6-7pm		1:00			NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	-----1-				1	\$160.00			
15	WSFA	11/12/17	11/12/17	Nascar Daytime	130p-5p		1:00			NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	-----1				1	\$130.00			
16	WSFA	11/12/17	11/12/17	WSFA 12 News at Five-Sun	Su 5-530p		1:00			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	-----1				1	\$180.00			
17	WSFA	11/09/17	11/09/17	ALABAMA LIVE @ 11A	11-1130Am		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---1---				1	\$60.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WSFA	11/06/17-11/12/17		ALABAMA LIVE @ 11A	11-1130Am	----Th-----	1:00		<del>\$60.00</del>	NM		
Credited												
18	WSFA	11/10/17	11/10/17	ALABAMA LIVE @ 11A	11-1130Am		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	----1--				1	\$60.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WSFA	11/06/17-11/12/17		ALABAMA LIVE @ 11A	11-1130Am	-----F----	1:00		<del>\$60.00</del>	NM		
Credited												
19	WSFA	11/13/17	11/13/17	ALABAMA LIVE @ 1130AM	1130A-12P		1:00			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	1-----				1	\$60.00			
20	WSFA	11/09/17	11/09/17	ALABAMA LIVE @ 1130AM	1130A-12P		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---1---				1	\$60.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WSFA	11/06/17-11/12/17		ALABAMA LIVE @ 1130AM	1130A-12P	----Th-----	1:00		<del>\$60.00</del>	NM		
Credited												

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POL/Jones, Doug/D/Sena	11/10/17 / 11/10/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
21	WSFA	11/10/17	11/10/17	ALABAMA LIVE @ 1130AM	1130A-12P		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	----1--				1	\$60.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WSFA	11/06/17-11/12/17	ALABAMA LIVE @ 1130AM	1130A-12P	-----F----	1:00		<del>\$60.00</del>	NM		
			<i>Credited</i>									
22	WSFA	11/13/17	11/13/17	WSFA 12 News at Noon	12-1230pm		1:00			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	1-----				1	\$200.00			
23	WSFA	11/14/17	11/14/17	WSFA 12 News at Noon	12-1230pm		1:00			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	-1-----				1	\$200.00			
24	WSFA	11/10/17	11/10/17	Today in Alabama 530a	528am-6am		1:00			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	----F--				1	\$300.00			
N 25	WSFA	11/09/17	11/09/17	Late News	1030p-11P		1:00			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---1---				1	\$300.00			
N 26	WSFA	11/14/17	11/14/17	Today in Alabama 5am	5-530a		1:00			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	-T-----				1	\$170.00			
N 27	WSFA	11/13/17	11/14/17	HARRY	2-3p		1:00			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MT-----				1	\$50.00			
N 28	WSFA	11/13/17	11/14/17	Late Night w/ Seth Meyers	1137p-1237x		1:00			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MT-----				1	\$30.00			
<b>Totals</b>											<b>22</b>	<b>\$7,220.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 - 11/14/17	22	\$7,220.00	(\$1,083.00)	\$6,137.00
<b>Totals</b>	<b>22</b>	<b>\$7,220.00</b>	<b>(\$1,083.00)</b>	<b>\$6,137.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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REP HEADLINE# 8853849 TRF# 1847589 REP: TEL# 703-528-9387 FAX# 703-516-9680  
\$\$\$ MOD# 2: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV10/17 10.16  
\*\*\*CHANGES\*\*\* \*\* WSFA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/D JONES/D/SEN/AL REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME CANAL PARTNERS MEDIA BUYER NAME JEFF SCATTERGOOD  
900 CIRCLE 75 PKWY SE, SUITE# 1650 SALES PRSN WA- RYAN EDDINS (H)  
ATLANTA, GA 30339

ORDER # \_\_\_\_\_ CONTRACT # 8853849 CLASS: NATL. LOCAL REGIONAL  
PRDCT DOUG JONES FOR SENAT EST#5092 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES NOV8/17 NOV14/17 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV10/17 10.16

STA:  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL INVOICES ARE TO BE SENT TO:  
900 CIRCLE 75 PARKWAY SE, SUITE#1650  
ATLANTA, GA 30339

NO BUYS TO PRINT  
STATION MAKEGOOD OFFERS:  
M3 UNRESL BUY#25 MISSED:THU/1030P-1105P NOV9 60S \$550.00 (NOV10/17)  
OFFER:THU/1030P-1130P NOV9 60S \$300.00 PLS ADVISE.  
& TUE/500A-530A NOV14 60S \$170.00  
& M-TU/200P-300P NOV13 60S \$50.00  
& M-TU/1135P-1235A NOV13 60S \$30.00  
CMT:OUR NEWS WILL RUN LATE ON THURSDAYS DUE TO NFL RUNNING. WE ARE  
CMT:LOWERING THE RATE. PLEASE CONFIRM. THANKS, DENICE

NOV/17 \$7,220.00 CONTRACT TOTAL \$7,220.00  
TOTAL SPOTS 19

MARKET TOTALS \$14,440 WSFA 50% WNCF 5% WAKA 24% WCOV 16% CABL 0% WBMM 5% WIYC 0%  
ESFA 0% EAKA 0%

ACCURATE SHARES  
SVC- NSI  
DEMOS- RA35+\*

PROGRAM : M-F LATE NEWS AFTER NFL  
ORD COM1: URGENT! NEWS WILL RUN LATE DUE TO NFL AIRING. PLEASE CONFIRM ASAP!  
ORD COM2: THANKS, DENICE  
THIS IS A MAKE-GOOD FOR NOV9 ON LINE-11 FOR 1 SPOT/WK

REP HEADLINE# 8853849 TRF# 1847589 REP: TEL# 703-528-9387 FAX# 703-516-9680  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP NOV10/17 10.49  
\*\*\* CHANGES \*\*\* \*\* WSFA-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: :SPTS:
26	A		1030P-1130P	60		\$300.00	11/9	11/9	1		THU	1
PROGRAM : THUR LATE NEWS AFTER NFL ORD COM1: OUR NEWS WILL RUN LATE ON THURSDAYS DUE TO NFL RUNNING. WE ARE ORD COM2: LOWERING THE RATE. PLEASE CONFIRM. THANKS, DENICE THIS IS A MAKE-GOOD FOR NOV9 ON LINE-25 FOR 1 SPOT/WK												
27	A		500A-530A	60		\$170.00	11/14	11/14	1		TUE	1
PROGRAM : TODAY IN AL @ 5A ORD COM1: OUR NEWS WILL RUN LATE ON THURSDAYS DUE TO NFL RUNNING. WE ARE ORD COM2: LOWERING THE RATE. PLEASE CONFIRM. THANKS, DENICE PART OF A MAKEGOOD MADE UP OF LINES 26-29												
28	A		200P-300P	60		\$50.00	11/13	11/14	1		M-TU	1
PROGRAM : HARRY CONNICK JR. ORD COM1: OUR NEWS WILL RUN LATE ON THURSDAYS DUE TO NFL RUNNING. WE ARE ORD COM2: LOWERING THE RATE. PLEASE CONFIRM. THANKS, DENICE PART OF A MAKEGOOD MADE UP OF LINES 26-29												
29	A		1135P-1235A	60		\$30.00	11/13	11/14	1		M-TU	1
PROGRAM : LATE NIGHT WITH SETH MEYERS ORD COM1: OUR NEWS WILL RUN LATE ON THURSDAYS DUE TO NFL RUNNING. WE ARE ORD COM2: LOWERING THE RATE. PLEASE CONFIRM. THANKS, DENICE PART OF A MAKEGOOD MADE UP OF LINES 26-29												
STATION MAKEGOOD OFFERS: M3 OK'D BUY#25 MISSED:THU/1030P-1105P NOV9 60S \$550.00 (NOV10/17) OFFER:THU/1030P-1130P NOV9 60S \$300.00 PLS ADVISE. & TUE/500A-530A NOV14 60S \$170.00 & M-TU/200P-300P NOV13 60S \$50.00 & M-TU/1135P-1235A NOV13 60S \$30.00 CMT:OUR NEWS WILL RUN LATE ON THURSDAYS DUE TO NFL RUNNING. WE ARE CMT:LOWERING THE RATE. PLEASE CONFIRM. THANKS, DENICE												
NOV/17			\$7,220.00									CONTRACT TOTAL \$7,220.00 TOTAL SPOTS 22

MARKET TOTALS \$14,440 WSFA 50% WNCF 5% WAKA 24% WCOV 16% CABL 0% WBMM 5% WIYC 0%  
ESFA 0% EAKA 0%

ACCURATE SHARES

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 8853849 TRF# 1847589 REP: TEL# 703-528-9387 FAX# 703-516-9680  
\$\$\$ MOD# 2: APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV10/17 11.07  
\*\*\* WSFA-TV \*\*\*

ADV # ADV. NAME POLI/D JONES/D/SEN/AL REP. # OFF. # SALESMAN #  
AGY # AGY. NAME CANAL PARTNERS MEDIA BUYER NAME JEFF SCATTERGOOD  
900 CIRCLE 75 PKWY SE, SUITE# 1650 SALES PRSN WA- RYAN EDDINS (H)  
ATLANTA, GA 30339

ORDER # CONTRACT # 8853849 CLASS: NATL. LOCAL REGIONAL  
PRDCT DOUG JONES FOR SENAT EST#5092 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES NOV8/17 NOV14/17 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV10/17 11.07

REP: REVISED ORDER  
M3 OKD AS LINES 26-29  
TTL SAME, \$7,220  
PLS CONFIRM  
THANKS JASMINE FOR RYAN

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL INVOICES ARE TO BE SENT TO:  
900 CIRCLE 75 PARKWAY SE, SUITE#1650  
ATLANTA, GA 30339

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION  
STATION MAKEGOOD OFFERS:  
M3 OK'D BUY#25 MISSED:THU/1030P-1105P NOV9 60S \$550.00 (NOV10/17)  
OFFER:THU/1030P-1130P NOV9 60S \$300.00 PLS ADVISE.  
& TUE/500A-530A NOV14 60S \$170.00  
& M-TU/200P-300P NOV13 60S \$50.00  
& M-TU/1135P-1235A NOV13 60S \$30.00  
CMT:OUR NEWS WILL RUN LATE ON THURSDAYS DUE TO NFL RUNNING. WE ARE  
. . . CMT:LOWERING THE RATE. PLEASE CONFIRM. THANKS, DENICE .

CONTRACT TOTAL \$7,220.00  
TOTAL SPOTS 22